DO NOT ENTER

PROPOSED CLAIM 1

1.   (currently amended) A method of dynamically generating a user presentation, the method comprising:

in response to a request from an application program, selecting and retrieving at least one ofdynamic rule from a plurality of rules stored in one or more databases, wherein the rule comprises at least one variable parameter representing information pertaining to the user presentation;

obtaining a value of the variable parameter;

executing the dynamic rule to select and retrieve data from the one or more databases based on the value; and

generating the user presentation data based on the data, where the presentation data is for use in the user presentation of the application program.